

DAFTAR PUSTAKA

Dhasan, D., & Aryupong, M. (tahun). Effects of product quality, service quality and price fairness on customer engagement and customer loyalty.

Rosillo-Díaz, E., Muñoz-Rosas, J. F., & Blanco-Encomienda, F. J. (2024). Impact of heuristic– systematic cues on the purchase intention of the electronic commerce consumer through the perception of product quality. *Journal of Retailing and Consumer Services*, 81, 103980. <https://doi.org/10.1016/j.jretconser.2024.103980>

Bartková, L., & Veselovská, L. (2024). Consumer behaviour under dual quality of products: Does testing reveal what consumers experience? *IIMB Management Review*, 36(2), 171-184. <https://doi.org/10.1016/j.iimb.2024.05.001>

Kim, L., Maijan, P., & Yeo, S. F. (2024). Developing customer service quality: Influences of job stress and management process alignment in banking industry. *Sustainable Futures*, 8, 100311. <https://doi.org/10.1016/j.sftr.2024.100311>

Tahir, A. H., Adnan, M., & Saeed, Z. (2024). The impact of brand image on customer satisfaction and brand loyalty: A systematic literature review. *Heliyon*, 10(16), e36254. <https://doi.org/10.1016/j.heliyon.2024.e36254>

Taufik, A., Santoso, S., Fahmi, M. I., Restuanto, F., & Yamin, S. (2022). The role of service and product quality on customer loyalty. *Journal of Consumer Sciences*, 7(1), 68-82.

Pahrudin, C., Arafah, W., & authors lainnya. (2023). The effect of service quality, price fairness and corporate image to customer retention mediated by customer satisfaction on low-cost carrier airlines. *Journal of Economics, Finance and Management Studies*.

Kini, A. N., Savitha, B., & Hawaldar, I. T. (2024). Brand loyalty in FinTech services:

The role of self-concept, customer engagement behavior and self-brand connection. *Journal of Open Innovation: Technology, Market, and Complexity*, 10(1), Article 100240. <https://doi.org/10.1016/j.joitmc.2024.100240>

Yoga, Z. Z. (2025, Juni 28). Bukan Sekadar Skutik Harian, Yamaha Gear Ultima Buktikan Daya Jelajahnya di Tanah Jawa (Part-2). *For Yamaha Gear Ultima*. <https://www.oto.com/mobil-baru/nissan/dealer>

Nissan Indonesia. (2025, Juni 3). Nissan Indonesia Hadirkan Program Eksklusif untuk Pelanggan Bengkel Resmi: Trip Gratis ke Bali untuk 3 Pemenang Beruntung! *Nissan Indonesia*. <https://nissan.co.id>

Sandi, F. (2023, Februari 13). Penjualan Nissan Makin 'Hancur', Rata-Rata Laku 5 Unit/Hari. *CNBC Indonesia*. <https://www.cnbcindonesia.com/news/20230213175348-4-413447/penjualan-nissan-makin-hancur-rata-rata-laku-5-unit-hari>

Hair, J. F., Jr., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (Ed. 2). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. https://eli.johogo.com/Class/CCU/SEM/_A%20Primer%20on%20Partial%20Least%20Squares%20Structural%20Equation%20Modeling_Hair.pdf

Hair, J. F., Jr., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (Ed. 2). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. <https://www.dataindustri.com/wp-content/uploads/2021/03/Tren-Data-Penjualan-Mobil-Nissan-di-Indonesia-2009---2022.png>

Rahadiansyah, R. (2024, Juni 27). Pabrik Nissan di Indonesia Cuma 'Tertidur', Bisa Bangkit Lagi. *DetikOto*. <https://oto.detik.com/mobil/d-7411649/pabrik-nissan-di-indonesia-cuma-tertibur-bisa-bangkit-lagi>

Muhamad, N. (2024, Juli 11). *Penjualan mobil domestik masih lesu pada Juni 2024*.

<https://databoks.katadata.co.id/mobil/statistik/98bb4d3fa2e522d/penjualan-mobil-domestik-masih-lesu-pada-juni-2024>

Wijaya, R.A., 2023. Analisis faktor-faktor yang mempengaruhi purchase intention organic skincare products pada Gen Z: Studi kasus pada Sensatia Botanicals. Undergraduate thesis. Universitas Multimedia Nusantara. Available at: <https://kc.umn.ac.id/>.

Darwin Dhasan, and Mayuree Aryupong (2019). *Effect of Procdut Quality, Service Quality and Price Fairness on Customer Engagemnet and Customer Loyalty*

